

Philip Morris Research Team Discovers 'Enriched Flavor.'

**MERIT taste secret found by isolating key flavor ingredients
in cigarette smoke, then adding them to tobacco.**

Philip Morris has one of the finest and most advanced research facilities of its kind in the world. Around the company they call it *the Tower*.

The researchers who work here are some of the best-trained technicians and professional scientists in the cigarette industry today.

They've just produced a breakthrough cigarette. It's called MERIT. It delivers only 9 mg. of tar. One of the lowest tar levels in smoking today. Lower than the five current low tar leaders.

Yet MERIT packs an astonishing new taste discovery called 'Enriched Flavor'.

If you smoke—you'll be interested.

Key Flavor Ingredients Of Tobacco Isolated

'Enriched Flavor' was developed by "cracking" cigarette smoke down into its basic ingredients, and isolating special key units that deliver taste way out of proportion to tar.

'Enriched Flavor' is extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

We packed MERIT with 'Enriched Flavor' and began a series of taste tests.

Taste-Tested By People Like You

Thousands of filter cigarette smokers tested 9 mg. tar MERIT against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.*

The results were conclusive:

Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT. Incredible smoking pleasure at only 9 mg. tar.
From Philip Morris.

*American Cigarette Association Tar and Nicotine Report, based on FTC Method.

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MERIT and MERIT MENTHOL



9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.



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